

## 1997 PROMOTION DELIVERY DATES

#1610: 4TH QUARTER PROMOTIONAL CALENDAR

\*\*EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE\*\*

TRIPIFOODS RETAIL DISTRIBUTION: 2 WKS AFTER PRDT ARRIVAL AT WHOLESALE

McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESALE

OCTOBER - DECEMBER '97

MONTH OF PROMOTION	PROMOTION #	PROMO. TYPE	DESCRIPTION	ADDITIONAL INFORMATION	PROMOTIONAL DATES				BRAND STYLES (All Promotional Product is 6M)	PROMOTIONAL UPC #12300-
					TO DIRECT ACCOUNTS (PRODUCT) PRE-SLEEVES/ SLEEVES)	TO RETAIL ACCOUNTS/ ASSEMBLED DISPLAYS	NO. OF OFFERS PER DISPLAY			
OCTOBER	700041	VAP	CAMEL B2G2F	PRE-SLEEVED PROMOTION	9/8/97	9/15/97	20 OFFERS (80,760)		CAMEL FIL BOX CAMEL LT BOX	23860 (SLEEVES) 24386 (FIL BOX) 24387 (LT BOX)
	700927	VAP	WINSTON B2GF HAT	WAM ACCTS INCLUDED	9/15/97	9/22/97	20 OFFERS (98,640)		WINSTON LT WINSTON LT BOX WINSTON FF WINSTON FF BOX	70373 (SLEEVES) REGULAR PRODUCT
NOVEMBER	700037	VAP	CAMEL B2G2F	PRE-SLEEVED PROMOTION WAM ACCTS INCLUDED	10/6/97	10/13/97	20 OFFERS (65,040)		CAMEL FIL BOX CAMEL LT BOX	23860 (SLEEVES) 24470 (FIL BOX) 24471 (LT BOX)
	700039	VAP	CAMEL MENTHOL B2G2F	PRE-SLEEVED PROMOTION SHIPPED TO DIRECT ACCTS NOT PARTICIPATING IN CAMEL-B2G2F	10/6/97	10/13/97	20 OFFERS (16,200)		CAMEL MEN BOX CAM MEN LT BOX	23860 (SLEEVES) 24468 (FIL BOX) 24469 (LT BOX)
	701647	VAP	DORAL B2G1F	PRE-SLEEVED PROMOTION WAM ACCTS INCLUDED	10/20/97	10/27/97	21 OFFERS (83,790)		CVTWN LT DORAL LT 100 DORAL LT 100 DORAL LT MEN 100 DORAL FF 100	23850 (SLEEVES) 24488 (LT 100) 24489 (LT 100) 24492 (LT MEN 100) 24490 (FF 100)
	701629	H/VOL	DORAL CARTON INSERTS	HI-VOLUME CIGARETTE OUTLETS	10/20/97 (To Reps)	10/27/97	100 OFFERS	TBD at Store Level (Utilize 8-Case Displays)	N/A	
	TBA	VAP	WINSTON PACK PROMOTION	TO BE DETERMINED COMMUNICATED AT A LATER DATE	11/3/97	11/10/97	TBD	TBD	TBD	TBD
	700557	H/VOL	WINSTON CARTON INSERTS	HI-VOLUME CIGARETTE OUTLETS	11/10/97 (To Reps)	11/17/97	100 OFFERS	TBD at Store Level (Utilize 8-Case Displays)	N/A	
	701622	S/MKT	DORAL 40% OFF 2 PACKS	IDENTIFIED SUPERMARKETS	11/17/97 (To Reps)	11/24/97	100 OFFERS	TBD at Store Level (Utilize RJR Promotional Pack Displays)	N/A	

## 1997 PROMOTION DELIVERY DATES

NOTES: 1. 1997 PROMOTIONS WORKED BY REGION #1610  
2. SEE SECTION 4 FOR ADDITIONAL INFORMATION

#1610: 4TH QUARTER PROMOTIONAL CALENDAR

## DPC / SALEM TEAR TAPE PROMOTIONS

OCTOBER - DECEMBER '97

MONTH OF PROMOTION	PROMOTION #	PROMO. TYPE	DESCRIPTION	ADDITIONAL INFORMATION	TO DIRECT ACCOUNTS (PRODUCT/ PREVIOUSLY ASSEMBLED SLEEVES)	TO RETAIL ACCOUNTS/ ASSEMBLED DISPLAYS	NO. OF OFFERS PER DISPLAY	BRAND STYLES (All Promotional Product is 6M)	PROMOTIONAL UPC #12300-
4TH QTR DPC	701088	DPC	.30¢ OFF/PACK WINSTON	DISPLAYS - ITEM #529445 C-GAS VPRs - ITEM #529451	TBD	1000	40 OFFERS (1,681)	TBD By Responsible Manager	N/A
	701350	DPC	.30¢ OFF/PACK SALEM	DISPLAYS - ITEM #530123 VPRs - ITEM #531242	TBD	1000	40 OFFERS (528)	TBD By Responsible Manager	N/A
SALEM TEAR TAPE	701497 (T.Tape)	SALEM TEAR-TAPE	.30¢ OFF/PACK SALEM	S/REP TO PAY .30¢/PACK @ STORE LEVEL TARGETED TO C-GAS OUTLETS. SEPTEMBER / OCTOBER DRIVE PERIOD #709	9/2/97 AND 10/6/97	9/8/97 AND 10/13/97	40 OFFERS (Allocation TBD)	SALEM FF 1500 SALEM FF 100 SALEM LT SALEM LT 100	24194 (FF) 24195 (FF 100) 24196 (LT) 24197 (LT 100)
	701498 (T.Tape)	SALEM TEAR-TAPE	.30¢ OFF/PACK SALEM	S/REP TO PAY .30¢/PACK @ STORE LEVEL TARGETED TO C-GAS OUTLETS. NOVEMBER / DECEMBER DRIVE PERIOD #711	11/3/97 AND 12/1/97	11/10/97 AND 12/8/97	40 OFFERS (Allocation TBD)	SALEM FF 1500 SALEM FF 100 SALEM LT SALEM LT 100	24194 (FF) 24195 (FF 100) 24196 (LT) 24197 (LT 100)

ITEM NUMBER	DESCRIPTION	QUANTITY ISSUED	QUANTITY REMAINING	SHIPMENT DATE	SHIPMENT NUMBER	SHIPMENT DATE	SHIPMENT NUMBER
701088	DPC .30¢ OFF/PACK WINSTON	1,681	0	10/01/97	1000	10/13/97	1000

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ALL PROMOTIONS WORKED BY REGION #1610

ALL PROMOTIONS WORKED BY REGION #1610

**1997 PROMOTION DELIVERY DATES**

#1610: 3RD QUARTER PROMOTIONAL CALENDAR  
(REVISED 5/8/97)

**\*\*EXCEPTION TO RETAIL DISTRIBUTION DATES: TRIPIFOODS / McLANE NE\*\***  
**TRIPIFOODS RETAIL DISTRIBUTION: 2 WKS AFTER PRDT ARRIVAL AT WHOLESALE**  
**McLANE NE RETAIL DISTRIBUTION: 3 WKS AFTER PRDT ARRIVAL AT WHOLESALE**

**JULY - SEPTEMBER 1997**

MONTH OF PROMOTION	PROMOTION #	PROMO. TYPE	DESCRIPTION	ADDITIONAL INFORMATION	TO DIRECT ACCOUNTS (PRODUCT PREMIUMS / SLEEVES)	TO RETAIL ACCOUNTS / ASSEMBLED DISPLAYS	NO. OF OFFERS PER DISPLAY	BRAND STYLES (All Promotional Product is 6M)	PROMOTIONAL UPC
JULY	700035	VAP	CAMEL MENTHOL B2G2F	RESTRICTED TO IDENTIFIED DIRECT ACCOUNTS/ RETAILERS	6/297	6/297	20 OFFERS (6/200)	CAMEL MEN BOX CAMEL MEN LT BX	23860 (SLEEVES) 24174 (MEN BOX) 24175 (MEN LT BOX)
	700036	VAP	CAMEL B2G2F	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS	6/297	6/297	20 OFFERS (6/200)	CAMEL FIL BOX CAMEL LT BOX	23860 (SLEEVES) 24172 (FIL BOX) 24173 (LT BOX)
	700722	VAP	DORAL B2G2F	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS	6/297	6/297	20 OFFERS (6/200)	DORAL BOX DORAL LT BOX	23850 (SLEEVES) REGULAR PRODUCT
AUGUST	700723	VAP	Winston B2G2F	RESTRICTED TO IDENTIFIED DIRECT ACCOUNTS/ RETAILERS	7/297	7/297	20 OFFERS (6/200)	WINSTON BOX WINSTON LT BOX	24031 (FF BOX) 24032 (LT BOX)
	700724	VAP	CAMEL BOX	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS	7/297	7/297	20 OFFERS (6/200)	CAMEL BOX CAMEL LT BOX	23860 (SLEEVES) REGULAR PRODUCT
SEPTEMBER	700725	VAP	Winston B2G2F	RESTRICTED TO IDENTIFIED DIRECT ACCOUNTS/ RETAILERS	8/297	8/297	20 OFFERS (6/200)	WINSTON BOX WINSTON LT BOX WINSTON FF BOX	24031 (SLEEVES) REGULAR PRODUCT
	700726	VAP	DORAL B2G2F	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS/ RETAILERS	8/297	8/297	20 OFFERS (6/200)	DORAL BOX DORAL LT BOX DORAL MEN BOX DORAL LT MEN BOX	22591 (LT) 22592 (LT MEN 100) 22593 (LT 100) 22594 (FF 100)
	700727	HIVOL	WINSTON CARTON ONSETS	WINSTON CIGARETTE SYSTEM	8/297	8/297	50 OFFERS (6/200)	WED	N/A
	700728	HIVOL	DORAL CARTON ONSETS	DORAL CIGARETTE SYSTEM	8/297	8/297	50 OFFERS (6/200)	WED	N/A
700729	SUPER	DORAL CARTON ONSETS	SPUNFRESH CIGARETTES	8/297	8/297	50 OFFERS (6/200)	WED	N/A	

7/13/97/PROMO DATE

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PROMOTIONS WORKED BY REGION

**1997 PROMOTION DELIVERY DATES**

#1610: 3RD QUARTER PROMOTIONAL CALENDAR  
(REVISED 5/8/97)

**JULY - SEPTEMBER 1997**

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3RD QTR DPC	701103 (Tape) or 701105	DPC	20¢ OFF/PACK CAMEL	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS AS RETAILERS	6/8/97	6/18/97	10 OFFERS (450)	CAMEL FILE BOX CAMEL LT BOX	24255 (FILE BOX) 24256 (LT BOX)
	701104 (Tape) or 701106	DPC	20¢ OFF/PACK CAMEL MEN BOX	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS AS RETAILERS	6/18/97	6/28/97	10 OFFERS (450)	CAMEL MEN BOX CAMEL MEN SHOE	24257 (FILE BOX) 24258 (LT BOX)
	70046	DPC	20¢ OFF/PACK DUSTON	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS AS RETAILERS	7/1/97	7/18/97	10 OFFERS (450)	180 BAGS FABRIC BAG	N/A
	70145 (Tape) or 70047	DPC	20¢ OFF/PACK DORAL	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS AS RETAILERS	7/1/97	7/24/97	10 OFFERS (450)	DORAL DORAS 100 DORAL PP DORAL FFM	24259 (FILE BOX) 24260 (LT BOX)
	70155	DPC	20¢ OFF/PACK SALET	RESTRICTED TO PARTICIPATING DIRECT ACCOUNTS AS RETAILERS	7/21/97	7/28/97	10 OFFERS (450)	180 BAGS Nylon Bag	N/A
SALEM TEAR TAPE	701107 (Gum)	SALEM	20¢ OFF/PACK SALEM	TARGETED TO C-GAS OUTLETS	6/20/97	7/1/97	10 OFFERS (450)	SALEM FILE SALEM LT 100	24194 (FILE) 24195 (LT 100)
	701107 (HCO)	SALEM	20¢ OFF/PACK SALEM	TARGETED TO C-GAS OUTLETS	6/24/97	6/30/97	10 OFFERS (450)	SALEM FILE SALEM LT 100	24196 (FILE) 24197 (LT 100)

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REBATE DOCUMENTS WORK DAY RECONSTRUCTION